

## Relationship Management in Business

*Seattle, Washington (USA)*

*19 - 23 January 2026*

UK Training

# PARTNER



## Relationship Management in Business

Code: PS28 From: 19 - 23 January 2026 City: Seattle, Washington (USA) Fees: 5700 Pound

### Introduction

This course is designed to equip participants with the essential skills and strategies needed to build, manage, and sustain strong professional relationships in today's dynamic business environment.

Effective relationship management is a critical driver of customer retention, stakeholder engagement, cross-functional collaboration, and long-term organizational success.

Through a blend of core concepts, interpersonal communication tools, and practical case studies, participants will learn how to build trust, apply emotional intelligence, manage conflict professionally, and develop strategic, long-term relationships that align with business goals.

### Course Objectives

By the end of this training, participants will be able to:

- Understand the fundamentals and strategic importance of relationship management in business.
- Apply interpersonal communication techniques to build trust and rapport.
- Manage both internal and external relationships more effectively.
- Handle conflict and difficult interactions with professionalism and empathy.
- Develop long-term relationship strategies that support organizational growth and success.

### Course Outlines

#### Day 1: Foundations of Relationship Management

- Introduction to business relationship management
- The role of emotional intelligence in professional relationships
- Identifying key stakeholders and relationship mapping
- Core principles of trust-building in business
- The influence of culture and personality on relationship dynamics

#### Day 2: Communication and Influence

- Principles of effective business communication
- Techniques for active listening and empathy
- The role of verbal and non-verbal cues in relationship building
- Influencing without authority: how to lead through impact
- Adapting communication styles for different stakeholders

#### Day 3: Customer and Client Relationship Management

- Understanding customer expectations and behavior
- Strategies to enhance client satisfaction and loyalty

UK Training

**PARTNER**



- Managing difficult customer interactions and service recovery
- Overview of CRM tools and digital platforms
- Case studies on successful client relationship management

#### Day 4: Internal Relationship Management

- Enhancing collaboration and teamwork across departments
- Managing relationships upward, downward, and laterally within the organization
- Building rapport with internal stakeholders
- Conflict resolution and negotiation strategies
- Creating a relationship-driven organizational culture

#### Day 5: Strategic Relationship Planning and Sustainability

- Developing long-term relationship strategies
- Monitoring and evaluating relationship effectiveness
- Ethics and professionalism in relationship management
- Networking and engaging stakeholders meaningfully
- Action planning: applying course strategies in real-world roles

#### Why Attend This Course? Wins & Losses!

- Gain high-impact communication and interpersonal skills
- Improve your ability to build trust and resolve conflicts professionally
- Strengthen internal collaboration and external client relations
- Position yourself as a relationship-focused leader within your organization
- Leverage CRM tools and stakeholder engagement techniques effectively

#### Conclusion

In today's competitive business landscape, relationship management is more than a soft skill—it's a strategic advantage. This course provides participants with the tools and mindset needed to build lasting, meaningful professional relationships that directly impact business success.

By mastering the principles of emotional intelligence, stakeholder engagement, and communication, participants will be well-positioned to foster loyalty, enhance collaboration, and lead with influence.

Start building the kind of relationships that move people—and organizations—forward.



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)





## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**

## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

